



CALPEEK

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CA INITIATIVE UPDATE: 3 MORE MEASURES QUALIFY FOR NOV. 3rd; A 4th MEASURE IN LIMBO.

Editor's note: Here's a rundown on 3 more Statewide initiatives which have QUALIFIED for CA's Nov. 3rd ballot. Numbers may be assigned on or about July 6. The first number will be 155. Legislative bond measures go first, followed by other legislative measures, followed by initiatives in the order in which they qualified...

- **SPLIT ROLL OR THE ROBIN HOOD INITIATIVE.** When Calif. corporate executives have bad dreams, they sometimes involve Lenny Goldberg - a tax reform policy advocate who has been dueling with corporations in Sacramento for more than 15 years. Goldberg's name isn't a HOUSEHOLD word yet, but it will be by the time this campaign is over. Goldberg and Howard Owens are the proponents of this measure to hike the income tax on persons making \$500,000 or more; increase the tax on corporations and banks; add an oil severance tax; close loopholes in the unitary tax on foreign companies; eliminate the sales tax on newspapers, publications and snack foods; repeal the 1/4 cent increase in the sales tax; and force county tax assessors to re-appraise corporate property if there is a major change in ownership - thus causing the property tax to skyrocket UPWARD...

...Needless to say, CA corporations are NOT happy campers when it comes to this ballot measure - which they call, "The Job Terminator Initiative." The corporations have pledged millions of dollars and have hired Burlingame-based Woodward & McDowell to manage the NO campaign. The YES side has hired consultant Steve Hopcraft as manager. The formal committee name for the YES side is Californians for a Recovering Economy...

...Goldberg and Owens started the petition drive very late in the game with major fund-

ing from a coalition of public employee groups. Some sources say this measure will act as a "major counter" to Gov. Pete Wilson's Welfare & Budget Reform Initiative, while others contend it was placed on the ballot to drain off major corporate funding which might otherwise go to GOP House and Legislative candidates. Whatever the case, this measure will be one of those mega-buck campaigns...

- **WILSON WELFARE & BUDGET REFORM INITIATIVE** - This constitutional amendment, if approved, will give the governor EXPANDED powers during a fiscal emergency - including the power to reduce state employee salaries or order furloughs. It also would slash or eliminate COLAs in AFDC, SSI/SSP and IHSS welfare programs, as well as reduce AFDC by 10% and limit aid for new CA residents. Opponents tried to keep this measure off the Nov. 3rd ballot with a legal challenge, but it didn't work. The court said this measure did NOT violate the "single subject rule" for initiatives. The YES side will be managed by consultant George Gorton's Calif. Group, while the NO side has hired media consultant Hal Larson and consultant Larry Sheingold...

- **BASIC HEALTH CARE OR "ABC"** - The ABC stands for Affordable Basic Care, a term used by the proponent, the powerful CMA, CA Medical Assn. This is the plan that is supposed to give health coverage to about 4.5 million uninsured workers. Like the other two initiatives, this one too will be a BIG bucks battle between the doctors and many business, consumer and insurance interests which have lined up on the NO side. There are several campaign/PA/PR firms lined up on the no side, including Stoorza, Ziegus & Metzger (for Aetna Insur. Co.); Braun Ket-chum of L.A.; Goddard-Claussen Campaigns; and The PBN Company...

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...The CMA has NOT as yet hired a campaign firm because they are waiting to see if the Legislature will pass SB 248, which now contains all parts of the initiative PLUS some amendments such as a WORKERS COMP section and wording from Burt Margolin's AB 14 on COST CONTAINMENT. It's uncertain whether SB 248 will fly, but if it does win approval, a major fight will have been avoided...

- **SCHOOL VOUCHERS** - This measure is still in LIMBO. It probably has enough signatures to be on the Nov. 3 ballot, but because it did NOT meet the 110% verification rules of the election code, it is NOT on the ballot and a full count of all signatures has now been ordered...

...As of deadline time, proponents had been to court once unsuccessfully, but planned to appeal the first ruling. There are some legal grounds for this appeal, because once before (1982) a measure fell short of the 110% random count and was placed on the ballot by the State Legislature. The final signature count will be ready on Aug. 10, and that's the day the Secretary of State must take the ballot pamphlet to be printed. State law requires that the wording of each initiative be on public display 20 days prior to the pamphlet being printed, which would seem to harm the proponents' chances of making this Nov. 3 ballot...

POLLSTER LOUIS HARRIS AT COMMONWEALTH CLUB.

Pollster Louis Harris will discuss "This Strange and Significant Political Year," when he addresses members of the Commonwealth Club of CA, 11:45 a.m., July 10, Gold Ballroom, Sheraton Palace Hotel, S.F. Harris is considered the "dean" of American public opinion analysts. For info & RSVPs, (415)597-6705...

THE CALIF. POLL GETS NEW NAME: FIELD POLL.

Since 1947 pollster Mervin Field has used the name "The California Poll" to describe his regular distribution of polling data on political campaigns. Throughout the years, however, many reporters kept calling the survey "The Field Poll." So now, after 46 years, pollster Field and his associate, Mark DiCamillo, have decided to do what others have been doing anyway --- change the name to "The Field Poll."...

CAMPAIGN '92: UPDATE ON KEY NOV. 3 RACES.

Editor's note: This is the first of CALPEEK's weekly updates on key GENERAL ELECTION battles for House & CA Legislative seats...

- **56th A.D. - Reapportionment** really put the screws to Demo Assemblyman Bob Epple, whose home base of Norwalk was removed when the new lines were drawn. In addition, the new 56th is what you'd call GOP-friendly turf, with a 41.89% GOP vs. 49.29% Demo registration. Because of this, Epple is now a major GOP target for the fall and is on the Demo's "Endangered List." The GOP nominee is Phillip O. Hawkins, a businessman from the Cerritos-Bellflower area. He is a PRO-Life conservative, but is NOT part of the religious right. His main interest is improving CA's business climate. Hawkins will continue to use McNally-Temple, who ran his successful 60% to 40% GOP primary win over former Cerritos Councilman Dan Wong. Hawkins was able to undercut Wong by winning key endorsements from most GOP local elected officials from the area, plus winning support from many members of the GOP Assembly Caucus...

...As for Epple, he and a group of friends managed his primary (including doing all the mail w/o labels). It was a very grass-roots type effort, but insiders believe he will need major help in the fall if he is to be reelected. This includes MONEY. He is on the powerful W&M Committee, but with only \$25,000 in his warchest, that's hardly enough to fend off a solid challenger such as Hawkins. Although it is very early, CALPEEK gives a very slight edge to Hawkins, UNLESS Epple gets substantial help from his Demo colleagues...

- **78th A.D. -** When freshman Demo Assemblywoman Dede Alpert of San Diego first arrived in Sacto after upsetting incumbent GOP Assemblywoman Sunny Monjonier in 1990, the GOP Assembly Caucus told Alpert to enjoy herself because she was "only renting" the seat for 2 years. But Alpert has become a rising star in the assembly due to hard work and a solid voting record. But whether she can hold this newly reapportioned 78th A.D. is questionable. Like Epple, Alpert too is on the "Endangered List."...

...Alpert's opponent is former GOP Assemblyman Jeff Marston of San Diego, a moderate

Wilson-styled Republican. The 78th has a heavy GOP registration edge, 47.34% to just 38.57% Demo. Despite these long odds, some sources say it's possible for Alpert to win this district because she fits the strong pro-education, pro-choice and pro-environment voter mold. And Alpert also is strong on law & order and votes with moderate Demos on gun control bills. For example, she supports handgun laws, but otherwise is very sensitive to the protection of conventional long guns...

...In contrast, Marston's position on guns and gun law is unclear at best. In 1990 he took NRA money and stated that he opposed mandatory firearms safety training. But in 1992, Marston took \$1,000 from the NRA's arch-enemy, Handgun Control, Inc. And CALPEEK sources say he also submitted a questionnaire to HCI which contradicts his response to an NRA questionnaire. Both sides usually compare notes, as well as questionnaires...

...Consultant Steve Presson will stay on from the successful primary to run the general election for Marston. Alpert has not hired a consultant as yet...

...FYI: Marston is not what you'd call the favorite of the conservative hardliners in San Diego. When the GOP County Committee held a straw poll, Marston came in 2nd to hardliner Dan Van Tieghem. And remember, there is no love lost between Marston and Assemblyman Ross Johnson. In 1990, Johnson ignored Marston's repeated calls for help, while pouring a small fortune into the unsuccessful campaign for Curt Pringle. Mike Gotch beat Marston; and Marston hasn't forgotten...

- 46th C.D. - Former Orange Co. judge Judith Ryan(R) will NOT launch a write-in campaign against GOP U.S. Rep. Bob Dornan. Ryan made her announcement about 10 days ago...

- 23rd S.D. - Assemblyman Tom Hayden(D-Santa Monica) will have a formal GOP opponent in November, thanks to a WRITE-IN campaign for Leonard H. McRoskey of Westwood. There were no Republicans on the June 2nd primary ballot, but the 72-year-old McRoskey came up with a total of 2,555 write-in votes, thus he will qualify as the official Republican candidate. McRoskey's

success is due in large part to the GOP slate put out by consultant Allan Hoffenblum. The slate even gave instructions on how to write-in McRoskey's name. McRoskey has lived in the area most of his life. He was a businessman and served in the Reagan Admin. as a deputy asst. secretary of the Navy...

- 10th A.D. - Demo Assembly nominee Kay Albiani, who is in a tough race with GOP Sheriff's Lt. Larry Bower, is the first major Demo defector to presidential contender Ross Perot. She came out for Perot a day or two before Perot's most recent visit to Sacto. No telling what impact this will have on her campaign. Stay tuned...

CARD CLUB MADNESS: AT LEAST 5 CITIES IN CALIF. MAY VOTE ON INITIATIVES IN NOVEMBER.
Editor's note: With all this economic uncertainty, it's little wonder that at least five Calif. cities may try to ease their financial burden by allowing POKER CLUBS to operate within city limits. Here is a CALPEEK update...

...In the five cities which are considering card clubs, gambling proponents have actually QUALIFIED initiative in only 2 cities: National City(San Diego Co.) and Desert Hot Springs(Riverside Co.). Petitions with more than enough signatures have been submitted in Hawthorne(L.A. Co.)...

...In Inglewood(L.A. Co.) the city council is expected to take up a card club measure at their July 14 meeting, while in June the council in Santa Clara(Santa Clara Co.) voted 4-3 in favor of a large club and entertainment complex. No public vote is necessary in Santa Clara because city fathers had already passed a law in 1984 allowing such clubs WITHOUT a public vote. HOWEVER, opponents may try a referendum or even a RECALL on the 4 councilmembers who voted for the card club. Here's a brief rundown on each of the plans, by city...

- INGLEWOOD - By far the most ambitious plan of the 5 cities listed, if approved by voters in November, a 200-table club and entertainment complex would be built at Hollywood Park. Hollywood Park would operate the club, which would produce about \$10 million annually in city tax revenue. Mayor Ed Vincent and most of the council are said to be in favor, but there is an

opposition group called R.A.G.E. (Residents Against Gambling Expansion). And YES, Las Vegas is aware of this proposal...

- SANTA CLARA - San Jose's major rival in the So. Bay fears that it's big neighbor may allow expansion of its two existing card clubs (Garden City Club and Sutter's), thus the council voted 4-3 in favor of a plan submitted by George Hardie (who operates the Bicycle Club in Bell Gardens) to build a \$35 million club and entertainment complex in Santa Clara. Unless the opposition comes along with a referendum, this is a done deal. HOWEVER, if it does go to the ballot in November, look for major opposition bucks to pour in from San Jose's two clubs...

- NATIONAL CITY - Proponents for The Harbor Club, an 80,000 sq. foot/2-story, 150-table complex, turned in 4,500 signatures -- which was more than enough to qualify for the November ballot. The council has until July 23 to put this measure on the ballot. The Highland Roosevelt Corp. has hired Townsend, Hermacillo et al to run the YES campaign. Attorney Brad Hertz is handling legal duties for HR Corp. The main opposition group is called, "We're Your Neighbors." It's not a fierce name like R.A.G.E., but this group was able to stop George Hardie's plan for a card club several years ago...

- DESERT HOT SPRINGS - The proponent here is Chon Lee, who collected signatures on two petitions to legalize gaming in this small city and to set up the gambling regulations. Only 414 signatures were needed for each. There's another person who also wants a card club, a Victor Chartrand of Glendale, but he may run out of time...

- HAWTHORNE - On June 26, proponents turned in about 7,500 signatures to place this measure on the November ballot. The proponents are former Mayor Guy Hocker and political consultant Mark Young. Tax revenue from this measure would go to beef up the city's police force. Orange Co. consultant Harvey Englander will be running the YES campaign. And YES, there is a very loud OPPOSITION group which has formed...

L.A. CURRENT AFFAIRS SET DISCUSSION ON L.A.
"The Changing Political Landscape of Los Angeles: planning for change; managing change; coping with change," is the title of a major panel discussion set for July 30 by the L.A. Current Affairs Forum, 6 p.m. buffet reception, 7 p.m. discussion, L.A. DWP Building, 111 N. Hope St., L.A. Panelists include U.S. Rep. Mervyn Dymally, Assemblyman Richard Polanco, West Hollywood Councilwoman Abbe Land, L.A. Public Works Comm. Dennis Nishikawa and attorney T.S. Chung, founding president of the Korean American Coalition. For info and RSVPs, contact Emma Schafer (310)445-8862...

WIPA SETS PANEL JULY 14 ON REBUILDING L.A.
"How Can We Rebuild Los Angeles?" is the title of a panel discussion sponsored by Women In Public Affairs, set for 12 noon, July 14 at Lawry's Calif. Center, L.A. Panelists include Edward James Olmos, Etha Robinson, Angela Oh and Bernard Kinsey. For info & RSVPs, contact Anne Louise Rice at SCAG (213)236-1877...

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